

# **Overview of the Economic Census and Other Economic Programs**

## **Presentation Exercises and Handouts**

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# Presentation Handouts and Exercises

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# Exercises

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**Sample Scenario:** I'm interested in opening a fast-food restaurant. What information can the Census Bureau provide that will help me understand this industry, develop my business plan, and identify a good place to locate my business?

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# Exercise 1

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What is the NAICS Code for fast-food restaurants?

# Exercise 1 Steps & Answer

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- Go to the NAICS page by clicking on the [NAICS](#) link under the [Business](#) tab on [census.gov](#)
- Type in “[restaurants](#)” in the 2007 NAICS Search box and click the button

“Fast food” (limited-service) restaurants are classified in NAICS 722211 and full-service restaurants are classified in NAICS 722110.

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## Exercise 2

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What programs at the Census Bureau provide data on *Limited-Service Eating Places* (NAICS 722211) that I might be able to use?

(Hint – Use the *Industry Statistics Sampler*, which can be accessed off the *Business and Industry* page)

# Exercise 2 Steps & Answer

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- Go to the [Business & Industry](#) page, type in [722211](#) in the [Industry Search](#) box, and click [Go](#)
- Click on [722211](#) in the results table

Data on limited-service restaurants are available in the *Annual Retail Trade survey*, in *County Business Patterns*, in the *Statistics of US Business*, in the *Economic Census*, and in the *Survey of Business Owners*.



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## Exercise 3

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What were the total sales of *Limited-Service Eating Places* (NAICS 7222) through the latest month and how does this compare to the prior period?

(Hint – Use the *Monthly Retail Trade* Economic Indicator Report)

# Exercise 3 Steps & Answer

- Go to the Economic Indicators page by clicking on the [Economic Indicators](#) link in the top right corner of census.gov
- Select the “[Advance Monthly Sales for Retail and Food Services](#)” survey from the list by clicking on the survey title
- Click the “[Excel \(1992-present\)](#)” link to the right of the “Retail and Food Service Sales” bullet under [Monthly Retail Trade Report](#).
- Scroll down to NAICS 7222 under “NOT ADJUSTED”

When this handout was created, the latest data was for November 2011. The Preliminary monthly value for November was **\$17,016** (in \$ Millions) and the cumulative year-to-date value was **\$192,608** (in \$ Millions). This was **up \$8,299 (4.5%)** from the \$184,309 published for the same period in 2010.

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## Exercise 4

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I'm thinking about opening my new fast-food restaurant in Anne Arundel County, MD. How many fast-food restaurants were there in 2009 and how does this compare to the other counties in the state? Is this a good county to put my restaurant in?

(Hint – Use the data from the *County Business Patterns* program in the *New American FactFinder*)

# Exercise 4 Steps

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- Click on the [American FactFinder](#) link under the Data tab on census.gov
- Expand the [Topics](#) menu, then the “+” next to [Program](#), and select “[Business Patterns](#)” from the list. [Business Patterns](#) will be added to the [Your Selections](#) box.
- To select the industry:
  - Expand the [Industry Codes](#) menu, select [2007](#) from the [Code Year](#) menu, then select [72, Accommodation & Food Svcs](#) from the [Industry Sector](#) menu, and finally select [722211](#) from the [Industry Code Results](#) list
  - Click [Add](#) to put this code in the [Your Selections](#) box

# Exercise 4 Steps (cont)

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- To select the Geography:
  - Expand the [Geographies](#) menu, select [Maryland](#) from the [Geographic Results](#) list, and click [Add](#) to put this item in the [Your Selections](#) box
  - Select [County](#) from the [Geography Type](#) menu, select [All Counties in Maryland](#) from the [Geographic Results](#) list, and again click [Add](#) to put these geographies in the [Your Selections](#) box
- Select the first table (CB0900A1) from the [Search Results](#) list
- To see which county had the most limited-service restaurants in the state (and where Anne Arundel County ranked), click the [Modify Table](#) button and use the [sort descending](#) tool over the [Number of Establishments](#) column.

2009 County Business Patterns

County Comparison - NAICS 722211, Limited-Service Eating Places

					Establishments with X employees													
Area Name	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)	Total Establishments	'1-4'	'5-9'	'10-19'	'20-49'	'50-99'	'100-249'	'250-499'	'500-999'	'1000 or more'	Emp per Estab	Payroll per Emp	2008 Population Estimate	Pop per Estab	
Maryland	59,642	182,486	789,917	4,525	1,837	736	811	962	165	14	0	0	0	13	13,244	5,699,478	1,260	
Montgomery, MD	8890	30601	129653	727	307	119	122	165	14	0	0	0	0	12	14,584	971,600	1,336	
Baltimore, MD	9115	28250	121458	684	281	118	117	138	26	4	0	0	0	13	13,325	789,814	1,155	
Prince Georges, MD	8923	28493	122129	657	269	94	113	152	26	3	0	0	0	14	13,687	834,560	1,270	
Baltimore city, MD	4876	15504	64566	619	371	120	57	58	12	1	0	0	0	8	13,242	637,418	1,030	
Anne Arundel, MD	6520	21357	91261	449	159	66	109	92	19	4	0	0	0	15	13,997	521,209	1,161	
Howard, MD	2685	8698	37165	229	91	49	39	45	5	0	0	0	0	12	13,842	281,884	1,231	
Frederick, MD	2635	7587	32955	178	54	27	39	51	7	0	0	0	0	15	12,507	227,980	1,281	
Harford, MD	2681	6920	29570	150	39	21	32	47	11	0	0	0	0	18	11,029	242,514	1,617	
Carroll, MD	1622	4498	19211	103	30	17	24	28	4	0	0	0	0	16	11,844	170,089	1,651	
Washington, MD	1690	4228	18586	101	32	17	23	24	4	1	0	0	0	17	10,998	145,910	1,445	
Charles, MD	1825	5760	24154	96	25	12	24	27	7	1	0	0	0	19	13,235	142,226	1,482	
Worcester, MD	611	1606	13357	83	48	11	14	9	1	0	0	0	0	7	21,861	49,122	592	
Wicomico, MD	1367	3494	15651	78	22	7	24	20	5	0	0	0	0	18	11,449	94,222	1,208	
St. Marys, MD	1236	3214	15025	71	21	9	17	18	6	0	0	0	0	17	12,156	102,999	1,451	
Allegany, MD	1308	3059	13288	60	8	13	11	21	7	0	0	0	0	22	10,159	72,532	1,209	
Calvert, MD	946	2282	10126	55	14	4	17	18	2	0	0	0	0	17	10,704	89,212	1,622	
Cecil, MD	625	1769	7911	53	22	11	8	11	1	0	0	0	0	12	12,658	100,796	1,902	
Talbot, MD	422	1171	5481	28	7	7	5	7	2	0	0	0	0	15	12,988	36,262	1,295	
Queen Annes, MD	367	1107	5202	26	11	0	5	10	0	0	0	0	0	14	14,174	47,958	1,845	
Dorchester, MD	388	910	4270	24	7	6	3	7	1	0	0	0	0	16	11,005	32,043	1,335	
Garrett, MD	345	659	2989	17	3	5	1	6	2	0	0	0	0	20	8,664	29,555	1,739	
Kent, MD	167	442	2003	15	8	1	2	4	0	0	0	0	0	11	11,994	20,247	1,350	
Caroline, MD	209	441	1955	13	6	0	4	1	2	0	0	0	0	16	9,354	33,367	2,567	
Somerset, MD	189	436	1951	9	2	2	1	3	1	0	0	0	0	21	10,323	25,959	2,884	

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## Exercise 5

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I haven't decided what type of food to serve in my restaurant. What were the total sales of fast-food restaurants in Maryland that sell hamburgers as their principle product and how does this compare to other specialty types?

(Hint – Use the data from the *Principle Menu Type or Specialty* file from the *Accommodation and Foodservices* sector in the New AFF)

# Exercise 5 Steps

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- Click on the [American FactFinder](#) link under the Data tab on census.gov
- Expand the [Topics](#) menu, then the “+” next to [Program](#), and select “[Economic Census](#)” from the list. [Economic Census](#) will be added to the [Your Selections](#) box.
- To select the industry:
  - Expand the [Industry Codes](#) menu, select [2007](#) from the [Code Year](#) menu, then select [NAICS/NAICS Based Industry](#) from the [Code Type](#) menu, then select [72, Accommodation & Food Svcs](#) from the [Industry Sector](#) menu, and finally select [722211](#) from the [Industry Code Results](#) list
  - Click [Add](#) to put this code in the [Your Selections](#) box



# Exercise 5 Steps (cont)

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- To select the Geography:
  - Expand the [Geographies](#) menu, select [Maryland](#) from the [Geographic Results](#) list, and click [Add](#) to put this item in the [Your Selections](#) box
- Select the fifth table (EC0772SXS04) from the [Search Results](#) list
- To see which principle menu type or specialty had the most sales (and where businesses that sold hamburgers ranked), click the [Modify Table](#) button and use the [sort descending](#) tool over the [Sales](#) column.

## Data for Limited-service restaurants (NAICS 722211) in Maryland in 2007

Meaning of Principal menu type or specialty code	Number of establishments	Sales (\$1,000)	Sales per establishment (\$)
<b>All establishments</b>	<b>4,567</b>	<b>3,053,042</b>	<b>668,501</b>
Establishments with principal menu type of hamburgers	810	1,136,778	1,403,430
Establishments with principal menu type of pizza	755	405,300	536,821
Establishments with principal menu type of chicken	337	394,188	1,169,697
Establishments with principal menu type of sandwich/sub shop	936	331,708	354,389
Establishments with principal menu type of Mexican	179	220,474	1,231,698
Establishments with no food specialty	323	174,064	538,898
Establishments with principal menu type of Italian	279	134,680	482,724
Establishments with principal menu type of Chinese	625	109,110	174,576
Establishments with principal menu type of seafood	124	59,841	482,589
Establishments with principal menu type of other ethnic specialty	121	48,852	403,736
Establishments with principal menu type of other food specialty	53	28,435	536,509
Establishments with principal menu type of steak	25	9,612	384,480

# Handouts

# NAICS Sectors

11	<i>Agriculture, Forestry, Fishing, and Hunting</i>	54	<i>Professional, Scientific and Technical Services</i>
21	<i>Mining</i>	55	<i>Management of Companies and Enterprises</i>
22	<i>Utilities</i>	56	<i>Administrative and Support and Waste Management and Remediation Services</i>
23	<i>Construction</i>	61	<i>Educational Services</i>
31-33	<i>Manufacturing</i>	62	<i>Health Care and Social Assistance</i>
42	<i>Wholesale Trade</i>	71	<i>Arts, Entertainment and Recreation</i>
44-45	<i>Retail Trade</i>	72	<i>Accommodation and Food Services</i>
48-49	<i>Transportation and Warehousing</i>	81	<i>Other Services (except Public Administration)</i>
51	<i>Information</i>	92	<i>Public Administration</i>
52	<i>Finance and Insurance</i>		
53	<i>Real Estate and Rental and Leasing</i>		

Not covered by Econ Census; Partial coverage in Econ Census

# What's NOT Covered in the Economic Census?

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## Whole Industries Excluded:

11: Agriculture, forestry...  
482: Rail transportation  
525: Funds, trusts  
6111-6113: Schools & colleges  
8131: Religious organizations  
81393: Labor Unions  
81394: Political organizations  
814: Private Households  
92: Public administration

## Partial Exclusions:

Public utilities  
Post exchanges  
Gov't-owned buses, subways  
Gov't-owned ambulance services  
  
Gov't-owned hospitals **ARE** covered

*[Note: Most of these industries ARE covered in other federal data programs.]*

# Econ Census Geographic Coverage

Sector	States	MA's	Coun- ties	Places	ZIP Codes
<b>21: Mining</b>	X				
<b>22: Utilities</b>	X	X			
<b>23: Construction</b>	X				
<b>31-33: Manufacturing</b>	X	X	X	X	
<b>42: Wholesale Trade</b>	X	X	X	X	
<b>44-45: Retail Trade</b>	X	X	X	X	X
<b>48-49: Transportation and Warehousing</b>	X	X			
<b>51: Information</b>	X	X	X	X	
<b>52: Finance and Insurance</b>	X	X			
<b>53: Real Estate and Rental and Leasing</b>	X	X	X	X	
<b>54: Professional, Scientific, and Technical Services</b>	X	X	X	X	X
<b>55: Management of Companies and Enterprise</b>	X				
<b>56: Admin. and Support and Waste Management and Remediation Services</b>	X	X	X	X	X
<b>61: Educational Services</b>	X	X	X	X	X
<b>62: Health Care and Social Assistance</b>	X	X	X	X	X
<b>71: Arts, Entertainment and Recreation</b>	X	X	X	X	X
<b>72: Accommodation and Food Services</b>	X	X	X	X	X
<b>81: Other Services (Except Public Administration)</b>	X	X	X	X	X